



Statewide presentation of *The Golden Road* **A new state outreach and education model**

On October 25th at 6:30pm KCET presents *The Golden Road*, an insightful look into the challenges of senior driving and the special role of friends and family members helping seniors stay active, drive safely and maintain their independence. Accompanying the program is a very useful website which can be accessed at www.thegoldenroad.org.

As America ages, the challenges facing individuals and society are changing. One of these challenges is the issue of senior drivers and how to maintain mobility for seniors without compromising safety. *The Golden Road* takes an unblinking look at this difficult topic, with special attention given to the role of friends and family members.

The Golden Road includes issues, warning signs, driving tips and techniques and rehearsed strategies for seniors, families, friends and community groups to enable seniors to stay active, drive safely and maintain their independence.

Does a parent's car have new dents or nicks? How to know when a senior should relinquish the keys -- or when one should step in and remove them. How can one help an elderly neighbor remain free and engaged with others? Does mentally reviewing the trip ahead of time help when driving?

Whether you are a senior who is interested in keeping yourself and others safe, or you have a loved one dealing with a driving problem, *The Golden Road* provides the tools needed to confront the issue with deliberation and care.

The thirty-minute program is narrated by Wil Lymon, the instantly recognizable and trusted voice of NOVA and Frontline.

The Golden Road is being presented statewide tonight by California Public Television, an association of the 14 stations that serve the people of California. This is the first statewide project, which California Public Television hopes will be a model for similar statewide education and outreach projects in the future.

Contact: Mark Benscheidt, Executive Director California Public Television
559-284-5890